

# Contribution of Brand Image and Brand Identity to Gain Competitive Advantage: A Case Study of UK Fashion Brands



Scientific Study from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: The main purpose of the present study was to inquire into the contribution of brand image and brand identity for attaining competitive advantage. For the purpose of the same a case study on fashion industry was taken with a few established and globally recognised fashion brands existing in London. The review of literature indicates that one of the sources for attaining competitive advantage could be the parameters as identified by customer perception model evolved out of the value-cascade positioning; such as the product characteristics, price, promotional activities of the fashion firm and reaching the target audience. The reason being they mostly remain invisible and at times difficult to copy. It is also evident from the data presentation and analysis that the intangible sources as referred in the literature review can also viewed through to gain brand image and brand identity and further lead the fashion industries to gain competitive advantage; they become the most imperative resources. Though an attempt has been made in the fourth chapter to establish relationship between brand images and brand identity its lead to attain competitive advantage could not be explored scientifically, but sufficiently explored with case studies. The case studies were established fashion brand with global recognition. The collected data supported the methodology of secondary data source as well as with interviews. Subsequent analysis of the data has identified a theoretical model that is proposed as the findings of the present study. As a bottom line it is found by the researcher that the brand image and brand identity leads to competitive advantage.

Revolvers Semi-Automatic Lever Action Derringer Single Shot Black Powder Other Rifles Semi-Automatic Bolt Action Lever Action Pump Action Combos Single Shot Tactical Lower Receivers Black Powder Revolver Shotguns Pump Action Lever Action Single Shot Semi-Automatic Over-Under Side By Side Bolt Action Ammo Rifle Handgun Shotgun Rimfire Promo Slugs Blanks Magazines High Capacity Standard Optics Binoculars Flashlights / Batteries Night Vision Optical Accessories Rangefinder Scope Mounts Scopes Sights / Lasers / Lights Spotting Scopes Thermal Optics Knives Fixed Blade Folding Knife Accessories Utility Parts & Gear Accessories Airguns Barrels / Choke Tubes Books / Software Cleaning Equipment Clothing Conversion Kits Decoys Electronics Game Calls Grips / Pads / Stocks Hard Gun Cases Holsters Non-Lethal Defense Parts Pistol Cases Racks Reloading Equipment Safes / Security Safety / Protection Scent Cover Slings / Swivels Soft Gun Cases Steel Targets Survival Supplies Targets Tools Upper Receivers HANDGUNS IN STORE REVOLVER SEMI AUTO SHOTGUNS IN STORE PUMP ACTION PRODUCT SEARCH IN FOR GO MANUFACTURERS The largest inventory from hundreds of manufacturers! Shop By Manufacturer STORE HOURS Monday - Friday 9-5 Saturday - 9-1 Sunday - Closed source: imgur.com Gun Dealer Logo Featured Items . Thank you for visiting The Outdoor Store! A member of the National Firearms Dealer Network © 2016 all rights reserved [ MEMBER LOGIN ] Connect with us Contact us (715) 273-5250 Email for fastest service Go to checkout

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